



Latest News

from **Smartstreets**

Smartbins™ reducing gum+butts litter on King Street in Hammersmith

Following successful trials in other town centres in the borough, Smartbins™ chewing gum and cigarette bins were selected for installation on all lighting columns along the newly refurbished King Street, in Hammersmith, London W14. The units were clamped onto all the bespoke Urbis lamp columns, as well as on Corus lamp post columns, and the latest brushed stainless steel lighting columns in the town centre. 55 specially produced post mounted 'double' Smartbins were colour matched and fitted to standard sized columns and sign

posts from 50mm up to 120mm in diameter. Other, wider diameter lamp columns required special bespoke fitments to mount the bins and ensure a perfect streamlined installation for each column size and style. Supporting promotional materials included Smartstreets' durable, eye catching post pointers and pavement graphics. Cleaning crews report the bins are being very heavily used and there is a consistent and noticeable reduction in the amount of chewing gum and cigarette litter on the streets where the bins are installed.



Smartbins proving effective indoors

There has been a high demand for Smartbins for use indoors to help reduce the damage caused by chewed gum being dropped onto hard and/or carpeted floors. Units have been installed in shopping centres, college halls, night clubs, leisure centres, post offices, high street shops, dentists and police stations to create gum free zones and extend the life of expensive interior floor surfaces.

Smartstreet's customers are recognising that the usable life of their carpets and interior furnishings can be extended by providing convenient disposal points inside for their visitors. Smartbins are being selected for design sensitive environments such as Palaces (House of Lords), museums and stately homes, where the quality and appearance of the bins makes the Smartbins a clear favourite.

Smartbins helping win the war on gum+butts



Smartbins are working hard across the UK wherever they are installed and are delivering substantial reductions in the amount of micro litter hitting the pavements. The solution is being used by Orkney, West Lothian, Preston, Highland, Vale Royal and Tamworth Councils. The City of London, Islington and Camden are installing Smartbins in volume and Brent Council has bins being piloted in Harlesden in association with Veolia.

Businesses in many pilot areas are being encouraged to adopt the Smartbins wall mounted design as the Council's bin of choice to keep a coherent and consistent look to the street scene. Smartbins is working

closely with Councils to offer special discounts to local businesses and public transport stations that invest in Smartbins.

Smartstreets is also helping BIDs (Business Improvement Districts), including Bankside, Holborn and Gloucester, create sponsored gum and butts free zones in town centres and high footfall areas. Everyone regards it as a top priority to deliver cleaner, more attractive streets and rid the town centres and shopping areas of gum and smoking related litter.

Smartstreets continue to expand the location flexibility of their Smartbins with a range of new fittings including bespoke mountings for

railing fittings bollards and bus stops.

New products launching in the next few months include 'Gumsticks™'. Designed as a support product to our bins these sticking boards for gum are beautifully designed, engaging products that will appeal to children and adults, encouraging gum sticking rather than gum dropping.

In addition, Smartstreets will be launching a new, highly innovative, stainless steel Smartbin. This bin is stylish, extremely robust and will appeal to architects and street scene managers looking to build a network of disposal facilities in a variety of architecturally sensitive areas. Please contact us for the latest developments.

Export and sustainability

Smartbins™ chewing gum and cigarette litter bins are made in the UK, make use of recycled materials and can be fully refurbished to extend their life after years of hard use.

Smartbins are being exported all over the world. We are supplying to property management companies, councils, businesses and sports arenas all of whom have been delighted with the look, durability and effectiveness of the solutions. Smartstreets has multiple patent applications

in place in all major markets across the world to protect its unique system and already has repeat customers in the USA, Canada, Ireland, Bermuda, Portugal and Australia. Smartstreets will be raising the profile of Smartbins in the coming months and will continue to work closely with all its clients to help develop engaging and effective promotional campaigns. Every Smartbins installation can be fully supported on the ground to encourage considerate disposal of micro-litter.

See the latest images of Smartbins installations at www.smartstreets.eu

For information about Smartbins and other innovative litter solutions, please contact Andrew Farish at:

SMARTSTREETS LTD

Tel: +44 (0)20 8742 3223 • Mobile: +44 (0)7850 551 661

Email: sales@smartstreets.co.uk • www.smartstreets.co.uk

Smartbins™, also marketed as Gumcatchers™ and Buttcatchers™ by Smartboxes Limited (part of the Smartstreets Limited Group).
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solutions for the urban environment